

[*Translation*]

Setting up of Radio station at Hazari Bagh, Bihar

2914. SHRI UPENDRA NATH VERMA: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether Government propose to set up a radio station at Hazari Bagh city in Bihar; and

(b) if so, the details thereof?

THE MINISTER OF INFORMATION AND BROADCASTING AND MINISTER OF PARLIAMENTARY AFFAIRS (SHRI P. UPENDRA): (a) and (b). Yes, Sir. There is an approved scheme in the VII Plan of All India Radio to establish a local radio stations with 2x3 KW FM transmitter multipurpose studio, receiving facilities and staff quarters at Hazari Bagh. This scheme is envisaged to be ready for commissioning during 1990.

[*English*]

Guidelines for advertisements on T.V./ AIR

2915. SHRI P. R. S. VENKATESAN: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether there are guidelines on TV/ AIR advertising and if so, the details thereof:

(b) whether Government are aware of surreptitious means of advertising especially on TV through sponsorship of sports series etc. by tobacco and tobacco based product manufacturers; and

(c) whether Government purpose to avoid such a misuse of media for advertising to tobacco/tobacco based products injurious to health?

THE MINISTER OF INFORMATION AND BROADCASTING AND MINISTER OF PARLIAMENTARY AFFAIRS (SHRI P. UPENDRA): (a) Yes, Sir. The salient features of the Code for Commercial Broadcasting/Telecasting are given in the Statement below.

(b) and (c). Government is aware that during live coverages of sports events, a good number of advertisements which relate to cigarettes and tobacco products are displayed in the Stadium. It has been the endeavour of the media to avoid these advertisements. However, it is not possible to completely avoid them because of the positions of such advertisements.

STATEMENT

Salient features of the Code for Commercial Broadcasting/Telecasting

1. Advertising shall be so designed as to conform to the laws of the country and should not offend against morality, decency and religious susceptibilities of the people;
2. No advertisement shall be permitted:
 - (i) which derides any race, caste, colour, creed and nationality;
 - (ii) which is against any of the directive principles, or any other provision of the Constitution of India;
 - (iii) which will tend to incite people to crime, cause disaster or violence, or breach of law or which glorifies violence or obscenity in any way;
 - (vi) which presents criminality as desirable;